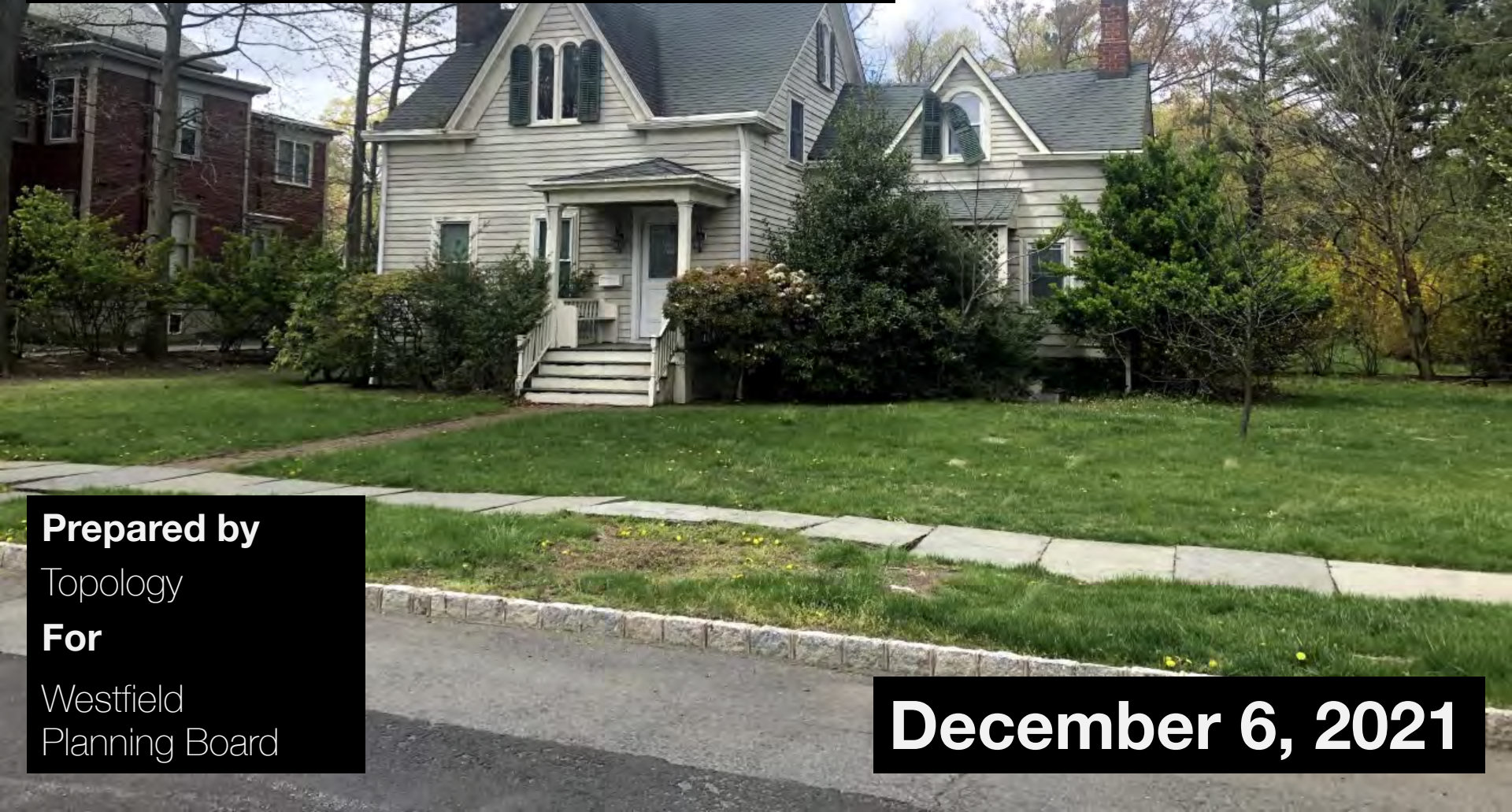


Prospect + Ferris Redevelopment Plan: Consistency Review



Prepared by

Topology

For

Westfield
Planning Board

December 6, 2021

1. Tonight's Meeting



Potential Process



November 23, 2021: Introduction of Redevelopment Plan ordinance by Town Council.



December 6, 2021: Planning Board consistency review.



December 7, 2021: Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



TBD: Potential consideration of Redevelopment Agreement.



TBD: Potential Site Plan application.

What is a consistency review?

Prior to the adoption of a redevelopment plan, or revision or amendment thereto, the planning board shall transmit to the governing body, within 45 days after referral, a report containing its recommendation concerning the redevelopment plan.

This report shall include an identification of any provisions in the proposed redevelopment plan which are inconsistent with the master plan and recommendations concerning these inconsistencies and any other matters as the board deems appropriate.

- NJSA 40A:12A-8(e)

2. Background + Context



Redevelopment Plan Area



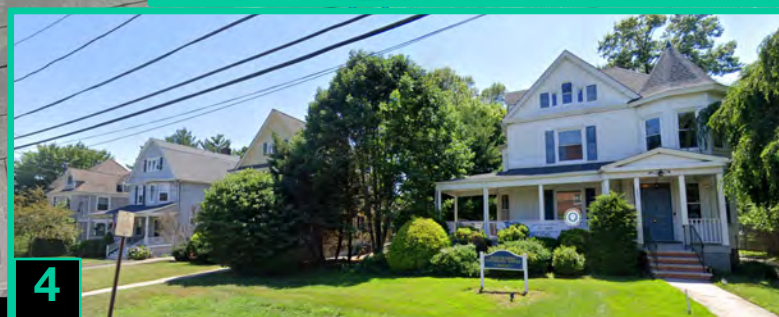
Block: **2504**
Lots: **12, 13, 14**
Area: **.95 Acres**



Existing Conditions



Existing Conditions



Neighborhood Context

3. Plan Overview



Plan Overview

- Use
 - Up to 64 residential units.
 - 15% affordable component for rental units
 - Up to 1,000 SF of retail or cafe space to activate the Ferris Place/Prospect Street corner.
 - Conversion of Historic Structure into “Educational and Cultural Amenity”
- Key Building Standards
 - Maximum 4 stories, 50’
 - 1.5 parking spaces per residential unit

Highlights

- Historic Preservation
- Architecture
- Sustainability
- Parking
- Mobility
- Site Design

Historic Preservation

- Restoration of historic structure at 112 Ferris Place.
- Reuse as an **educational and cultural amenity**.
 - “A non-profit facility where elements of historic significance are preserved and presented for cultural and/or educational purposes.
 - Publicly accessible.
 - No private parties/special events.
- **Protection Plan** and **Reuse Plan** required with RDA.
 - Restoration in accordance with Town’s historic design guidelines.



Architecture



Sustainability

- Green roof of at least 8,000 SF required (~19% of site).
- Bike parking required at 1 space per unit.
- Electric vehicle charging required.
- Additional sustainability measures encouraged in accordance with Town's Green Development Checklist.

Parking

Conceptual building section showing location of parking.

Source: MHS



- Plan requires 1.5 spaces of below grade parking per residential unit.
- Entrance to parking along Ferris Place.
- Redeveloper to seek creation of loading/drop-off zone on north side of Ferris Place.

Mobility

- Any RDA shall include a Traffic Impact Study. TIS determines if “infrastructure improvements will be [necessary].” TIS analyzes at least:
 - Ferris Place/Prospect Street
 - Ferris Place/Clark Street
 - Prospect Street/E Broad Street
- Streetscape improvements required in accordance with MP recommendations for “Downtown Edge Street.”
- Pedestrian bumpout envisioned for corner of Ferris/Prospect.



Intersections to be analyzed in Traffic Impact Study.

Site Design

- Standards for landscaping, lighting, utilities, and buffering with adjacent properties.
- Outdoor amenity space in rear of building and roof deck are permitted with corresponding standards governing design and operations.



Source: MHS

Conceptual site plan

4. Master Plan Consistency



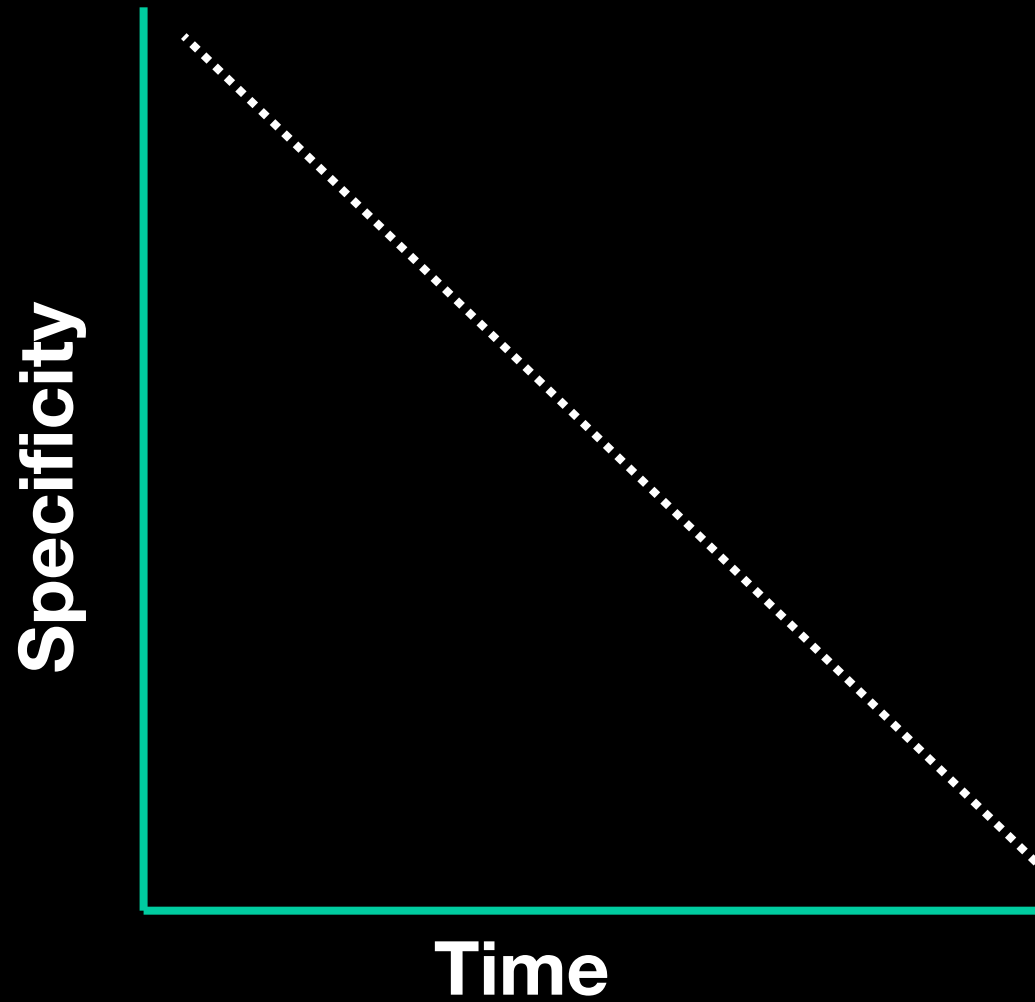
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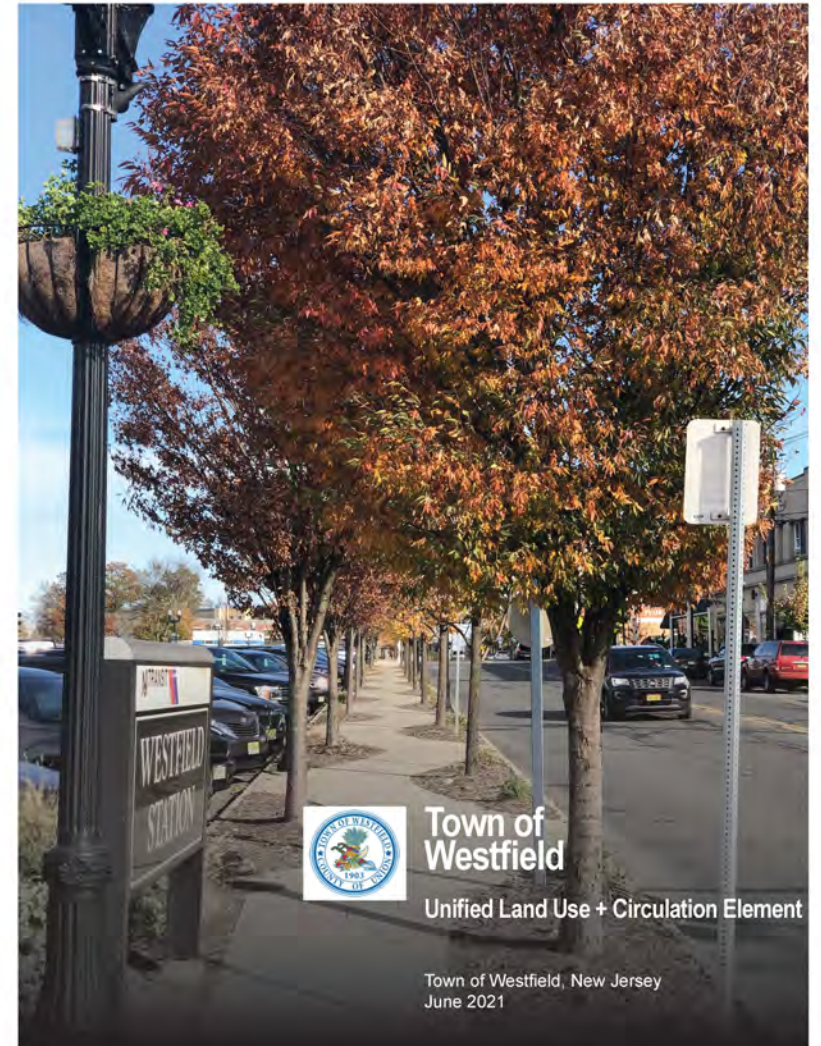
- NJSA 40A:12A-8(e)

Consistency Approach



Key Document

- Recommendations
- Goals
- Principles
- Vision



“Consider use of the powers contained within the Local Redevelopment and Housing Law to encourage appropriate redevelopment of the properties at corner of Ferris Place and Prospect Street known as Block 2504, Lot 12, 13, and 14.”

- pgs. 28, 79

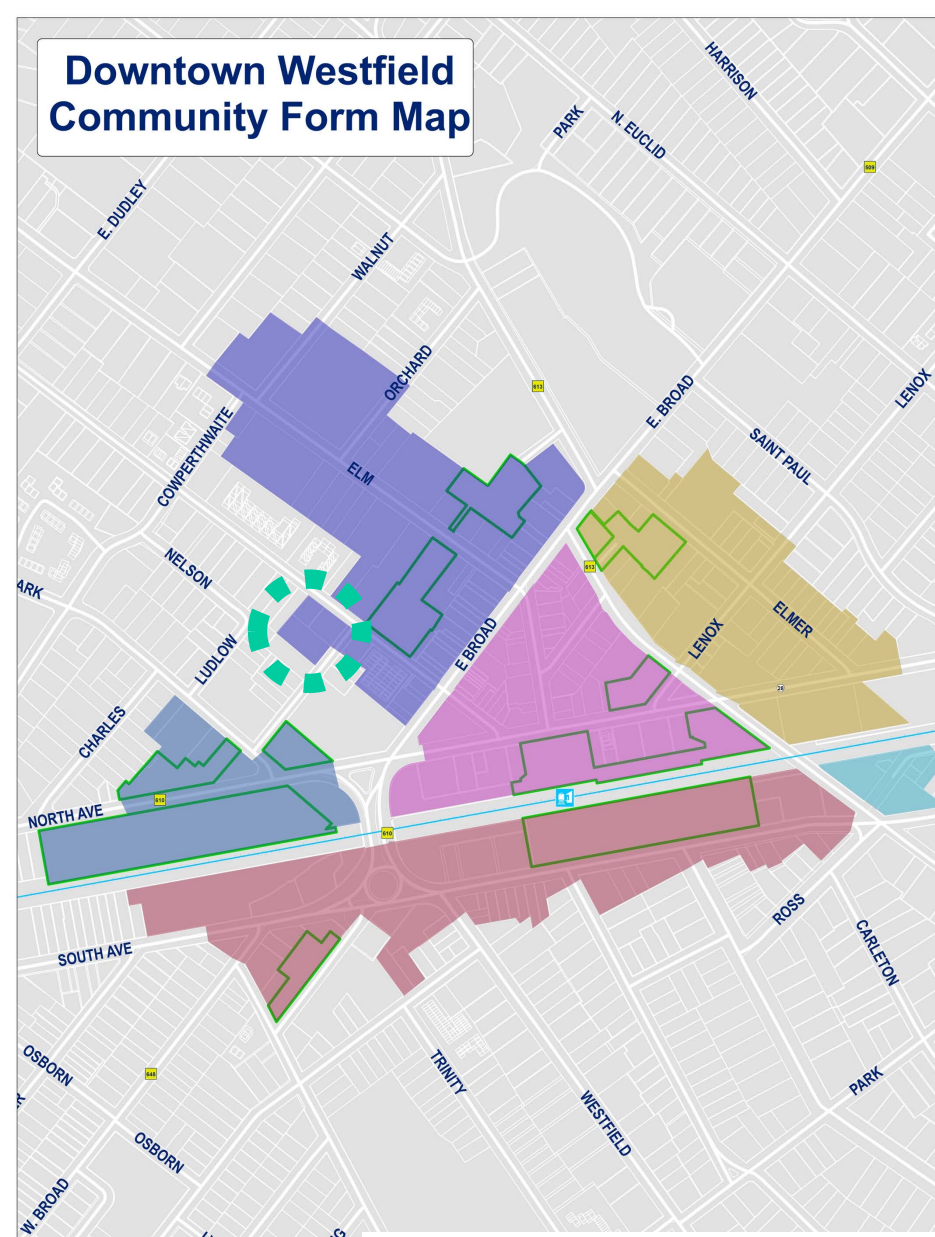
“The existing uses and building forms
...indicate that future development...can
accommodate **four-story mixed-use...**

Active ground floor uses in this area are
appropriate...**upper floor residential uses**
would add to the **economic vitality** of
downtown Westfield...

An important design guideline for this area
is how **parking is provided...**

Streetscape improvements in this area
should **accommodate the pedestrian...**”

- Elm Street Sub-Area, pg. 71



Legend

Sub-Area	
Elm Street	
South Avenue	
Lord and Taylor	
Downtown Core	
Elmer Street	
333 Central Avenue	
Railroad Station	
NJ TRANSIT Rail	
Area in Need of Re	

Community Form Plan

Relevant Recommendations

Redevelopment (pg. 79)

- Explore the opportunity to create public spaces for residents and visitors
- Strategically deploy ground floor retail uses
- Take into consideration the recommendations in THA Consulting's parking plan
- Explore the use of architectural design guidelines

Land Use (pg. 27)

- Utilize the arts and creative placemaking principles to complement new development in downtown Westfield.
- Explore the opportunity to create public spaces as part of redevelopment efforts.
- Explore utilizing streetscape improvements that reflect the street typology for the specific redevelopment site as discussed in the Roadway, Streetscape, and Public Real Design Guidelines section
- Encourage design standards that require building articulation to provide visual interest and discourage monotony.

RDP is consistent with and designed to effectuate these recommendations.

Goals

- To provide adequate light, air, and open space by establishing, administering and enforcing bulk, density, and design standards that are appropriate for the various zones and uses in the community...
- To preserve and protect the suburban character of existing residential neighborhoods...
- To minimize the environmental impact resulting from development...
- To maintain and enhance the viability of the various business districts...
- To provide a safe and efficient transportation system that also encourages mobility by all modes.
- To provide a wide range of housing types and densities in a manner that maintains and is compatible with the predominant existing single family detached dwelling development pattern...
 - “Rezoning in appropriate locations, for mixed use or residential uses, establishing densities within walking distance of the CBD and NJ Transit...”

RDP is consistent with and designed to effectuate these Goals.

Goals

- To address the need of affordable housing for the local and regional population of low- and moderate-income persons by establishing various zone districts that encourage the provision of affordable housing, where appropriate.
- To promote the conservation of the various historical sites, structures, and districts in Westfield...
- To promote the conservation of energy and the recycling of recyclable materials...
- To address underutilized or vacant sites, encourage redevelopment or rehabilitation where properties meet those standards set forth in the Local Redevelopment and Housing Law.

RDP is consistent with and designed to effectuate these Goals.

Guiding Principles

GUIDING PRINCIPLES

As we grow, we will strive to preserve the attributes of our unique, hometown character and community identity, the beauty of our natural environment, and the strengths of our neighborhoods, while lessening the adverse effects of growth.

We will retain the best qualities of a small town and respects its heritage, while embracing the opportunities that new technologies, programs and concepts in urban design provide.

We value open space and parks as an integral part of our community's hometown feel and will take advantage of opportunities for its enhancement and expansion.

We will maintain and enhance the historic and human orientation of our Downtown as the center of our community.

We will continue to support vibrant concentrations of retail, office, service, residential and recreational activity in Downtown.

We will maintain a strong and diverse economy and to provide a business climate that retains and attracts locally owned companies, as well as internationally recognized corporations.

We will promote citizens and institutions that value cultural diversity and seeks ways to promote involvement from all cultural groups.

We realize that architectural and land use design is fundamental to our identity. As Westfield progresses into the future, special attention will be given to promoting high quality residential and commercial development that reflects aesthetic excellence.

We will commit to sustainable practices that promote social equity, environmental health and economic prosperity.

We will preserve our single-family neighborhoods while providing housing choices that will allow people to age in place.

The long-term economic well-being of the Town is fundamental to its future. Therefore, we will encourage a variety of employment opportunities, and promote unique local businesses.

We will promote a Multi Modal Transportation Network (roadways, bikeways, walkways and public transportation) that are safe, accessible, which emphasize local and regional connections while considering neighborhood impacts.

Vision

Westfield will be a model of **carefully managed development**, providing a **range of housing options** for all current and prospective residents **within walking distance to the downtown**, maintain high-quality stable single-family neighborhoods and abundant recreational and **cultural opportunities.**

Vision

Downtown Westfield serves as the heartbeat of the community's commercial and social activities. It continues to be **envisioned as a pedestrian-oriented and mixed-use center**; it will offer a **variety of housing choices**, retail environments, and traditional and non-traditional office employment opportunities.

New development will **preserve and celebrate the Town's history and architecture and provide housing** and destinations for shopping and services, all within an environment of **tree-lined streets...parks, and plazas**.

Recommendation

- The Redevelopment Plan is designed to effectuate significant portions of the Master Plan.
- The Redevelopment Plan is substantially consistent with the Master Plan.
- We recommend the proposed Redevelopment Plan be considered not inconsistent with the Master Plan.

An architectural rendering of a modern, multi-story urban building with a mix of brick and light-colored siding. The building features a prominent corner entrance with large glass windows and doors. A white rectangular box with the text "Thanks for listening!" is centered over the building. The scene includes a street with a crosswalk, several pedestrians, and a few cars. The sky is clear and blue.

Thanks for listening!